

DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES  
ANNUAL REPORT ON GOALS, OBJECTIVES AND POLICIES

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Program ID/Title: AGS-881/Performing and Visual Arts Events

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I. Goals

The State Foundation on Culture and the Arts (SFCA) developed with public input the following goals for its current long-range plan (effective 1998 to 2002):

- A. #1 – Promote access to culture and the arts, history and the humanities for all people of Hawai`i.
- B. #2 – Advocate for culture and arts in education in Hawai`i.
- C. #3 – Contribute to the economic vitality of the state.
- D. #4 – Develop and sustain financial growth and stability.
- E. #5 – Perpetuate and preserve the arts, history, culture, and heritage of Hawai`i.
- F. #6 – Strengthen statewide leadership and partnerships.
- G. #7 – Encourage and honor artistic and professional excellence.

II. Objectives and Policies

- A. Goal #1 – Promote access to culture and the arts, history and the humanities for all people of Hawai`i.
  - 1. Foster and provide programs and services statewide to develop and sustain the rich diversity of culture, arts, history and humanities.
  - 2. Provide access to culture, arts, history and humanities.

3. Increase the visibility of the SFCA, its mission, goals and programs.
- B. Goal #2 – Advocate for culture and arts in education in Hawai`i.
1. Promote lifelong learning in the arts by providing funding support and leadership in arts in education.
  2. Advocate the incorporation of arts as part of the K-12 core curriculum.
  3. Support the development, production, and dissemination of educational materials and programs promoting a multicultural approach to arts education which includes classical, contemporary, traditional, and experimental arts.
- C. Goal #3 – Contribute to the economic vitality of the state.
1. Advance Hawaii's culture and arts as a vital asset to the state's economy.
  2. Stimulate business potential of artists and cultural organizations.
- D. Goal #4 – Develop and sustain financial growth and stability.
1. Maximize funding support for the State Foundation on Culture and the Arts.
  2. Stimulate partnerships between cultural organizations and the private sector in support of culture, arts, history and humanities.
- E. Goal #5 – Perpetuate and preserve the arts, history, culture, and heritage of Hawai`i.
1. Nurture the multi-cultural heritage of the people of Hawai`i.
  2. Promote the preservation of records and materials of Hawaii's arts, culture, history and heritage.

3. Identify, research, and document the culture, arts, history and traditions of Hawai'i.

F. Goal #6 – Strengthen statewide leadership and partnerships.

1. Forge SFCA's role as a lead organization in culture, the arts, history and heritage locally, regionally, and nationally.
2. Build connections between the SFCA and cultural organizations.

G. Goal #7 – Encourage and honor artistic and professional excellence.

1. Inspire the highest level of achievement.
2. Acknowledge the highest level of contribution.
3. Increase public appreciation for a high standard of accomplishment.

III. Action Plan with Timetable

A. Goal #1 – Promote access to culture and the arts, history and humanities for all people of Hawai'i.

1. Past Year Accomplishments - Sustained funding to approximately 100 organizations with no further reduction to total grants budget; won legislative support of state art museum; initiated eight art commissions in State buildings and public spaces; continued with art inventory and conservation work statewide; convened 14 art dedication ceremonies statewide (attendance 2,800); held ten public concerts by traditional arts masters at 'Iolani Palace (attendance 4,000); mounted two exhibitions of works by sixteen Folk Arts apprentices at Kapiolani Community College; completed a 20-part radio series of interviews with master traditional artists that aired on Hawaii Public Radio; coordinated Millennium Trails event, part of a national partnership, in Hana; made three subgrants to support youth at risk arts programming in rural communities; maintained SFCA website; and continued to publish agency newsletter, *Hawai'i Artreach*.

2. One Year - Sustain grants budget; assess need to restructure SFCA grants program as part of general agency reorganization; begin SFCA strategic planning process; begin construction of state art museum; hire museum staff personnel to coordinate programs and exhibitions; coordinate state arts conference; complete grants research project; complete economic impact study; complete Folk Arts radio program to air on Hawaii Public Radio; continue subgrants for youth at risk programming; redesign SFCA website; and continue to publish agency newsletter.
  3. Two Years - Sustain grants budget; provide on-line application process; conduct SFCA grants process; adopt strategic plan; begin educational programming for state art museum; begin development of museum amenities, including visitor center, gift shop, café, classrooms, dance studio, and theatre; implement new program initiatives in arts education, community development, history and humanities, and folk arts; continue to complete Art in Public Places commissions; and continue to convene the Governor's Conference on Arts Education.
  4. Five Years - Sustain grants budget, coordinate fully envisioned state art museum with amenities, educational and community programming, and performing arts space; develop new inroads in traveling exhibitions to neighbor islands; implement new program initiatives in arts education, community development, history and humanities, and folk arts; continue to complete and award Art in Public Places commissions; and continue to convene the annual Governor's Conference on Arts Education.
- B. Goal #2 - Advocate for culture and the arts in education in Hawai'i.
1. Past Year Accomplishment - Developed *ARTS FIRST: Hawaii's Strategic Plan for Arts Education 2001*; continued partnerships with Department of Education and Hawaii Alliance for Arts Education; continued participation in the Hawaii Arts Education Partners; continued support to both of these organizations and the Statewide Cultural Extension Program at the University of Hawai'i-Manoa; continued SFCA grants program, providing support to Arts in Education programming; changed SFCA grants

requirements to address curriculum standards of SFCA supported in-school projects; and recognized three public elementary schools with School Arts Excellence Awards.

2. One and Two Years - Continue implementation of *ARTS FIRST*; increase grant funds for arts education; initiate the *ARTS FIRST Summer Institute* for artists and elementary school teachers to develop and field test the Hawaii Arts Standards-based curriculum K-5 and evaluate student learning with assessment tools and rubrics; convene the Governor's Conference on Arts Education; partner with Department of Education to improve the Artist in the Schools Program; strengthen arts education programs in elementary schools through training of artists as educators and their presentation of in-service professional development workshops in the arts for classroom teachers; coordinate media campaign to promote arts education throughout the state; and developed on-line arts education newsletter for SFCA website.
3. Five Years - Continue education partnerships; continue grants funding in support of statewide arts in education programming; complete implementation of *ARTS FIRST* and publish evaluation of plan; convene Governor's Conference on Arts Education; continue funding the DOE's Artists in the Schools Program; and develop initiatives and activities to encourage arts education within schools and communities.

C. Goal #3 - Contribute to the economic vitality of the state.

1. Past Year Accomplishment - Participating sponsor of economic impact study; sustained funding of SFCA grants program; conducted acquisition and display of artwork through the Art in Public Places (APP) Program; began plans for a state art museum that will create a significant new venue for cultural tourism and art in the Capitol District; APP Program sponsored an arts roundtable for artists to promote dialogue about the business of art; and convened forum for 25 community arts administrators, mostly from rural areas of the state, in arts marketing.

2. One Year - Complete economic impact study; sustain SFCA grants program; support legislation to add amenities (gift shop, café, visitor center, classrooms, dance studio, and theatre) to state art museum plan; open state art museum; begin exhibitions in museum galleries; and continue with acquisitions and commissions of artwork.
3. Two Years - Increase federal funding to agency; research alternative sources of funding for program initiatives; work with neighbor island galleries to discuss and plan traveling exhibits that will build audiences in rural areas of the state; continue with acquisitions and commissions of artwork; coordinate art tours of the Capitol District; and discuss establishing a state cultural trust.
4. Five Years - Develop public venues for the discussion of the importance of art; continue with art acquisitions and art commissions; continue to provide technical assistance to artists on the business of art; and develop programming for state art museum as a major venue for cultural tourism and a showcase for all the arts.

D. Goal #4 - Develop and sustain financial growth and stability.

1. Past Year Accomplishment - Sustained funding for grants program; increased federal funds to support arts in education; conducted SFCA biennium grants process and awarded approximately 100 community grants in eleven discipline areas; secured legislative and Governor's support for state art museum at No. 1 Capitol District; worked with Hawaii Consortium for the Arts, Hawaii Community Foundation, and Americans for the Arts to initiate economic impact study; Arts in Education Program worked with Maui Arts and Cultural Center to develop a grant application for major federal funding; and SFCA staff and board members met with legislators and congressional delegates to encourage financial support for the agency.
2. One and Two Years - Sustain funding for grants program; develop on-line grant application process; open state art museum and initiate plans for museum amenities; complete economic impact study; develop technological services to promote arts and cultural events in the state; sustain Works of Art Special Fund to

3. support artists and art work in communities statewide; continue to add to the state art collection; and research additional sources of funding, including the establishing of a state cultural trust.
  4. Five Years - Sustain funding for grants program; develop programming for state art museum and assess effectiveness of museum amenities; sustain Works of Art Special Fund; and obtain and continue to research additional sources of funding.
- E. Goal #5 - Perpetuate and preserve the arts, history, culture, and heritage of Hawai'i.
1. Past Year Accomplishment - The Folk Arts Program awarded nineteen apprenticeships in various traditional art forms; the Folk Arts Program produced and aired a series of interviews with master traditional artists on Hawaii Public Radio; the Folk Arts Program coordinated ten public concerts by master folk artists at 'Iolani Palace that attracted 4,000 people; video documentation of master folk artists was aired on Hawaii Public Television and archived at the University of Hawaii's Sinclair Library; SFCA grant materials were archived and filed at the University of Hawaii's Hamilton Library; the History and Humanities Program edited *Moloka'i in History A Guide to Resources*, part of a series of local resource books; the APP Program completed 14 commissions by 13 artists and 96 student artists that reflect the various cultures of the artists and the communities where artworks are located; a physical inventory of all relocatable works of art statewide was conducted; the state art museum plans include an exhibition support area, which will improve collections management through better storage conditions; and the conservation coordinator's position to maintain the state art collection was approved for permanent status.
  2. One Year - Initiate radio series project on Hawaii Public Radio to promote traditional artists in Hawai'i; continue to program public concerts by master folk artists; continue identifying, researching and documenting cultural resources in the state; and complete construction of the state art museum that will provide a permanent value for art exhibitions and the state art collection.

3. Two and Five Years - Continue Folk Arts apprenticeship program; increase exhibition venues for traditional arts throughout the state; adhere to a rigorous conservation schedule to maintain works of art in the state art collection; continue acquiring works of art for the state art collection; support Hawai'i delegation to the next Festival of Pacific Arts; continue to provide technical assistance to artists and community organizations in archival and collections management; and complete improvements to the state art museum to include classrooms, dance studio, and a theatre.

F. Goal #6 - Strengthen statewide leadership and partnerships.

1. Past Year Accomplishments - The SFCA is working with three organizations to conduct an economic impact study; the SFCA contracted the Western States Arts Federation (WESTAF) to conduct a multiple component research project examining SFCA grants, organizational structure, and grants monitoring; the Folk Arts Coordinator works with a variety of organizations to promote the understanding of Hawaii's traditional arts; the SFCA partnered with the Hawaii Alliance for Arts Education to recognize excellence in arts education; the SFCA's move to the Capitol District will increase visibility of the agency; partnerships with the University of Hawaii's Outreach College and the DOE's Artists in the Schools Program increase cultural awareness within schools and communities; the Arts in Education Program partnered with Maui Arts and Cultural Center and Hawaii Alliance for Arts Education to sponsor the Artists Educators workshop; the History and Humanities Program worked with Pulama `ia Kona Heritage Preservation Council and Hana community organizations on interpretive work and a national arts initiative; and the SFCA worked with the University of Hawai'i Press, Bamboo Ridge Press, and the Honolulu Academy of Arts to host a reading commemorating publication of *The Quietest Singing*.
2. One Year - Complete economic impact study; complete WESTAF research project; sustain programming in traditional arts, arts in education and history and the humanities; continue School Arts Excellence Awards; begin work on visitor



information center and developing related programs to identify the museum as a leading resource for cultural tourism; convene Governor's Statewide Arts Conference; implement policies based on Commission's work with Bill Charney & Associates; and coordinate media campaign to promote arts education throughout the state.

3. Two and Five Years - Open state art museum; develop innovative and challenging exhibitions and programming for the museum, including the performing arts; continue community and organizational partnerships to effect arts and cultural programming statewide; sustain agency programs and services; promote the agency through website and publications; and continue the agency's grants program as the primary funding source for public arts programming in the state.

G. Goal #7 - Encourage artistic and professional excellence.

1. Past Year Accomplishment - The APP Program awarded eight commissions to artists and completed thirteen commissions during the year; a display of juried art work by 96 student artists was mounted at Hawai'i Convention Center; acquisitions to the state art collection provide encouragement to artists; publication of *The Quietest Singing* featured the commissioned work of Hawai'i Award for Literature recipients; recognized three public schools with School Arts Excellence Awards for exemplary arts programming; and competitive funding through the SFCA Biennium Grants Program encourages organizations to strive for excellence in arts programming.
2. One Year - Resume awarding the Hawai'i Award for Literature and Individual Artist Fellowships; continue awarding the School Arts Excellence Awards; continue with acquisition and commissioning for the state art collection; provide technical assistance to neighbor island art galleries to develop high quality exhibition venues in the state; and provide technical assistance to artists and arts organizations to increase quality in workmanship and programming.
3. Two and Five Years - Continue with awards and fellowships; discuss reinstating the Governor's Award for Distinguished

Achievement in the Arts; continue with acquisition and commissioning for the state art collection; mount high profile exhibitions in the state art museum; program for performing arts and education as part of the museum plan; develop traveling exhibitions to neighbor islands; and provide technical assistance to artist and arts organizations to increase quality in workmanship and programming.

IV. Performance Measures

- A. Customer Satisfaction measure – Evaluate SFCA grants program through survey of panelists evaluations and through formal assessment if the grants program is restructured. Continue to require final project reports from contracting organizations. Provided grants application and contractual reporting format on compact disc for first time. Generally, changes were highly approved by applicants.
- B. Program Standard measure – Contracted with Western States Arts Federation to assess organizational structure for future considerations. Also contracted with Bill Charney & Associates to develop policy governance model for commission implementation. The SFCA will embark on a strategic planning process in FY 2002, during which comments, concerns, and questions from the community will be heard and addressed.
- E. Cost Effectiveness measure – Continue to provide programs and services capable of reaching a broad based constituency; assess the amount of staff time involved in providing such services and implementing such programs; monitor audience and participant group attendance at SFCA supported/sponsored events; target specific populations such as immigrant populations, youth, Native Hawaiians, and older adults through funds designated to serve them; and assess the effectiveness of program efforts in implementing projects using these funds.